

LEO BURNETT U.S.A.

A Division of LEO BURNETT PARTNERS, INC.

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## Twenty open-ended propositions.



There's an opening at the end of each Parliament Lights cigarette.

Our famous recessed filter. It keeps your lips from touching the tar that builds up on the tip.

And that, we propose, is quite an advantage over flush filter cigarettes.

Agree? Good.

In the end, we knew you'd be open-minded.

Available in  
Soft Pack, Box and 100's.



Only Parliament Lights has  
the famous recessed filter.

Soft Pack: 9 mg "tar," 0.7 mg nicotine—Ave. Wt. mg  
"tar," 0.7 mg nicotine—Soft's, 12 mg "tar,"  
0.8 mg nicotine by Govt. Cigarette FTC Report Dec. '78

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

